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REPORT ON THE ACTIVITIES OF THE

SOCIO-ECONOMIC DIVISION

APRIL 1979 - MARCH 1980

SED 80-3



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Prepared by
Hilary Girt

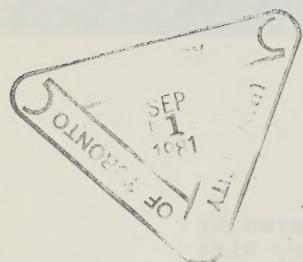
Prepared for

The Socio-Economic Division

Program Management Branch

Parks Canada

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Ottawa
1980



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obtenue en français.

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PREFACE

The Chief of the Socio-Economic Division (SED), section heads and other staff members wrote descriptions of projects in which they, or members of their sections, had been involved during the period under review.

Hilary Girt, using the format initiated for previous reports in this series, organised the projects by client group, interviewed staff members, reviewed and evaluated any draft reports and prepared the final report.

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SOCIO-ECONOMIC DIVISION
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A. INTRODUCTION

This volume is the fourth in a series summarizing the activities of the Socio-Economic Division (SED). It covers the period from April 1979 to March 1980.

The Division experienced no basic changes in focus during this time and continued in its major role of identifying and meeting the socio-economic research and management needs of Parks Canada.

Some research is conducted within the Division, mainly in the area of research methodology and substantial progress was made in the development of interpretation evaluation methods. SED works closely with other divisions and branches at headquarters in projects with a socio-economic component. This year a major involvement was an assessment of interpretation methods for the National Parks Branch.

Much of the actual research is carried out in the regional offices and SED provides technical assistance and functional guidance. In 1979/80, SED was involved in several projects as part of the research review process, and held discussions to ensure that survey aims were clearly defined and that the methods of

achieving them were feasible. SED also reviewed the socio-economic component of several management plans.

SED has other responsibilities in addition to research and is involved in the capital estimates review process, particularly that component of projects which deals with visitor use. Reviews were made of a number of projects.

Another important function of the Division is to collect, organize and dispense information related to Parks Canada. Work continued on developing the ARC/Park/Site data base, on developing a document centre and on compiling an inventory of socio-economic research studies relating to Parks Canada facilities.

Finally, SED's expertise was used in assisting outside agencies with research, and SED staff members both contributed to and gained from contacts with the outdoor recreation research community.

Many of the projects reported here resulted in the preparation of one or more reports. The report titles are not usually specified in the text, but appear in the list of references.

The projects have been organised under 'client' headings, indicating the group or organization for which the work was conducted. Where reference is made to other volumes in this series, the report's number is used rather than the full title, e.g. the "Report

on the Activities of the Socio-Economic Division April
1978 - March 1979" SED 80-2, is referred to as 'SED
80-2'.

B. SUMMARY OF ACTIVITIES

1. Parks Canada Program

(1) Attendance Trend Table

A table has been prepared which presents trends in the attendance at national parks and national historic parks and sites. The data base for such reports is the monthly attendance.

An automated procedure for preparing these tables was developed during 1979/80. SED staff coded and entered data and developed the program. The staff at regional offices were given the opportunity to review and correct the historical record of their attendance figures.

The program developed is being used to produce the historic information on attendance for the 1979/80 statistical reference. It has also been used to produce a total summary report of historic attendance, based on the existing data base. This table is available from SED.

(2) A Bibliographic Survey of Socio-Economic Studies

Research was continued on this project to compile an inventory of socio-economic research studies relating

to national parks, national historic parks and sites and areas administered by the Agreements for Recreation and Conservation Branch. A draft English version of the bibliography can be consulted at SED's document centre.

(3) Bilingual Demand Study

During the first phase of this study (see SED 80-2), a research design for a survey and background material were produced. During 1979/80, the second phase of the study, SED prepared a revised study plan based on the responses of the Program Management Committee and the regional offices to the results of Phase I.

With the move of Parks Canada to Environment Canada, the responsibility was transferred to the Director of Official Languages. SED has continued discussions to clarify information requirements. Further studies have been delayed until the department's policy has been clarified.

(4) Capital Projects
Priorization System

During 1979/80 there was renewed discussion on the project prioritization scheme. A major revision was carried out by the Chief of SED in order to provide more reliable criteria for evaluating projects.

(5) Coefficient Study

A handbook was compiled to facilitate secondary

data analysis of park research by providing coefficients and values for commonly used variables in a readily usable format. The coefficients and variables were obtained from recreation research reports published by provincial and federal agencies and by Parks Canada.

Formerly, much of an analyst's time was spent hunting for secondary data and consolidating, modifying and reconciling data from various sources. The handbook provides this information in a more systematic form but is not intended to be fully comprehensive, rather a summary of research conducted to date. Secondary data should be used more cautiously but is often a better alternative to primary data because of the low cost and enormous time saving involved.

(6) Development of Interpretation
Evaluation Methods

The objective of this program is to develop small-scale procedures which can be used by Parks Canada staff to measure the use and effectiveness of unmanned interpretive displays and exhibits within national parks and national historic parks and sites. The program began in 1978/79 (see SED 80-2).

In 1979/80 the following projects were carried out as part of this program:

(a) Pilot Study of an observation survey procedure for counting contacts at unmanned sites in Banff National Park

This project was conducted in co-operation with the Chief Naturalist of the Park and staff from the Interpretation Division of the Western Region Office.

The aim of the project is to provide Parks Canada staff with a tool for estimating the number of people stopping and viewing an unmanned exhibit or display along a highway. This is the second year of the project. Experiments were conducted using alternative measures of use such as traffic counts, and pamphlet counts. Based on this work, the procedure was further revised and a simplified and less time consuming version was prepared for further testing at a different location in 1980-81.

(b) Interpretation Park Program Effectiveness Study:
Yoho National Park

This project was conducted in co-operation with the Chief of Interpretation at the Park and staff from the Interpretation Division of the Western Region Office.

The aim of the project was to develop a conceptual model and routine measurement and data manipulation procedures to evaluate a park's interpretive program. Media, facilities and services are the three major elements in a program and techniques were developed for

measuring and calculating their efficiency and effectiveness.

During 1979/80 a model was developed showing how the program elements relate to one another through seasonal program changes. Techniques were formulated for estimating the inputs (operational and capital costs, and operational time) and the outputs (the number of contact hours). The relationship between inputs and outputs was analysed and used to rationalize decision making.

Further work continues on this project but already the results have been used in a practical way in the Park. The definition of interpretation has been expanded to include its impact upon people, signs have been rearranged and a different hiring schedule has been adopted.

(c) Development of photographic methods for evaluation of displays

The second phase of a three year study was conducted by The Environmental Analysis Group (TEAG). The major objective was to develop photographic equipment which would meet all the technical requirements outlined in Phase I. The equipment is to be used for evaluating unmanned displays and exhibits using time-lapse photography.

The equipment developed includes a 16 mm. movie camera enclosed in weatherproof casing and driven by a power pack which lasts one month. The camera is activated by an built-in micro-computer and electronic modifications permit the recording of date/time/site coding on the edge of the film. This greatly facilitates analysis of the information gathered.

Small test studies were conducted to make sure the equipment met the technical requirements. Future plans include the development of further experimental studies and the preparation of procedural manuals for field operators.

A sub-study was also conducted concerning the legal and ethical position of Parks Canada in using surveillance photography as a means of gathering information. No problems were discovered and the results of the study were ratified by Statistics Canada in its role of interpreter of the Human Rights Act.

(d) Photo Questionnaire Project:
Jasper National Park

SED provided technical assistance to the Interpretation Division of Western Region Office.

In this small study, experiments were conducted with the use of photographs of scenic viewpoints along highways. Informal interviews were conducted with park users to determine which views they were aware of

visiting and which they considered most scenic. The information was gathered as part of a visitor analysis being carried out for the Icefield Parkway Interpretive Management Unit.

The photographs proved a useful tool. An internal report is available.

(7) Document Centre

Work continued on a project to improve the accessibility to users of 2,500 documents in SED's research document centre. The collection includes documents on the subjects of park planning, the social and economic impact of parks, outdoor recreation research, park-use research methodology, program evaluation and tourism. Two papers, intended for internal distribution, were prepared. They outline specifications and implementation procedures for a computer-based storage and retrieval system for the documents. A pilot project was initiated in co-operation with the National Parks Branch Documentation Centre to create a reference data base for the document centre.

(8) Evaluation Survey of the
Annual Report of the
Public's Use of Parks
Canada's Facilities and
Services

An evaluation was made of "Parks-Use Statistics 1976-77" and "Parks-Use Statistics 1977-78". SED

analysed the data gathered during this study and the preliminary results will be published in the 1979-80 annual statistical reference. A final report on this study should be available during 1980.

(9) Information Acquisition
and Dissemination

In partial fulfilment of the Division's responsibility for making socio-economic information available to Parks Canada, SED entered into a contract with the Centre of Leisure Studies, Acadia University, to provide a literature current awareness service for six months.

In addition to expanding SED's literature monitoring function, the contract served as a useful experiment in taking advantage of private-sector resources to provide on-going services to Parks Canada.

As part of the same contract, the Centre of Leisure Studies prepared a paper on the current situation with respect to management information systems used by governmental and private organizations involved in the administration of park and recreation facilities and services. Final reports from this contract can be consulted at SED's Document Centre.

(10) Joint Project to Classify
Park Visitors and Services

The Chief of SED prepared the initial terms of reference for a joint project between SED and the

Interpretation and Visitor Services Division of the National Parks Branch. The purpose of this project is to develop a structure and methodology for classifying and describing park visitors and the services offered to them, and demonstrate the use of this information in directing the provision of visitor facilities and services in national parks. Copies of the draft terms of reference are available from SED. Further discussions on study objectives and research methods are underway with officials of the National Parks Branch.

(11) Literature Review of General
Outdoor Recreation and
Interpretation Journals

SED staff served as associate editors on major journals and did reviews both on request by journal editors and in their role as associate editors. As well, there were internal reviews of articles that appeared in journals, books, etc. The staff of SED reviewed this published material to give a division viewpoint on articles which might be of relevance to Parks Canada. Special attention was paid to journals which deal specifically with interpretation and the reviews were discussed with the National Parks Branch personnel responsible for interpretation policy.

(12) National Historic Parks
and Sites Split Analysis

SED worked with the Acting Senior Policy Advisor of the Program Policy Group in preparing an analysis of the potential costs of separating national historic parks and sites from Parks Canada and combining their administration and operation with that of the national museums.

This involved a survey of the functions and activities of all the staff of one region. The Atlantic Region was used and an assessment was made of the services shared by national parks and national historic parks and sites. An estimation was made of the costs involved if these services were not shared.

A report was prepared and presented to the Assistant Deputy Minister of Parks Canada.

(13) Park Cost

Using historic budget data for all parks and sites from 1963 to 1977, SED analysed trends in total park cost and cost per visit. Four reports were produced which presented the analysis and discussed its implications for management.

(14) Park-Use Statistics 1978-79

This publication is the annual statistical reference on public use of various facilities and services provided by the Parks Canada Program. The report presents data from each of the three operational

components of the Program, national parks, national historic parks and sites and heritage canals. With the exception of canal statistics, which are presented in a summary table, information in the report is organised by Parks Canada's five administrative regions and by individual parks and sites within regions. The report also contains a glossary in which terms used to describe different types of use are defined.

(15) Parks Canada's Contribution
to the Canadian Economy

In 1978/79 SED prepared an analysis of the impact Parks Canada's budget has on the economy (see SED 80-2).

In 1979/80 SED updated the model developed the previous year, to take account of inflation and new data.

An analysis was also made using a less conservative procedure and the resulting estimates formed an addendum to the main report. The two estimates produced demonstrate upper and lower limits.

(16) Procedures for Verifying
Canal Activity Statistics

The objective of this project is to develop a subsystem of the ARC/Park/Site Database System to produce monthly reports of visitor use of the heritage canals. The Division engaged the consulting firm, Canada Systems Group, (CSG) to produce the initial programs based on the program specifications, flow charts

and a general analysis scheme provided by SED. Division staff tested the programs, produced sample reports and obtained comments from users in the regional offices. Recommendations for changes to the program were provided to CSG.

Only minor modifications remained to be made in March 1980. The initial goal of the project has been achieved and the system was operational in the summer of 1980.

(17) Production of a 'Nearly Automated' Statistical Reference

A decision was made that, wherever possible, the statistical reference (including text) should be produced on a standard paper size, based on computerized files. This should eliminate difficulties in obtaining photographic reduction of computer printout tables and problems caused by inconsistencies in typing equipment.

Existing programs were modified to allow SED to make minor changes in the future directly to both the text and the tables. This will facilitate maintaining the tables up to date with current data.

(18) Program Evaluation

SED developed a framework for program evaluation and conducted familiarization meetings in the regional offices. Subsequently two draft "Parks Canada

Evaluation Plans" were produced as well as a schedule for evaluation.

However in the end, during 1980, much of the responsibility for program evaluation was transferred to the Corporate Planning Group of the Department of the Environment.

(19) Program Planning Data Bank and Project Planning and Control System

SED assisted Program Planning and Evaluation Directorate in their formalization of the Alphatext system into an actual computer system called the Program Planning Data Bank (PPDB). SED transformed some of their ARC/Park/Site data base routines to facilitate PPDB operations.

SED also studied the broader problems of how to integrate the PPDB with the Project Planning and Control System (PPCS) and how to build capital project review capabilities into the system.

A paper is being prepared on the need for an integrated data base for program planning and project review and the desirable structure of such a data base.

(20) Project Initiation and Planning System

A presentation on the Project Initiation and Planning System (PIPS) was made by the Chief of SED to

the Chiefs of programming from the regional offices. The presentation dealt with the socio-economic component of project justification and examples were given. A list of criteria was provided to help people submitting projects to determine if they have provided adequate socio-economic substantiation.

(21) Provision of Statistical Information

Statistical information includes attendance data for national parks and national historic parks and sites, and use data for facilities and services.

(a) Attendance data

Attendance figures for national parks and national historic parks and sites are collected on a monthly basis. The data are entered into the ARC/Park/Site data base system and a monthly report of attendance is published. The accumulated information from the start of both the fiscal and calendar years is also presented and reasons are given for any variation of 20% or more in attendance compared with the same period in the previous year.

(b) Requests for information

A variety of requests for statistical information are received by the Division, some for information already contained in published reports and others which

require data manipulation.

The information requested includes attendance figures, and use data for campgrounds, information centres, and interpretive and other visitor facilities.

Most requests are from researchers and managers within Parks Canada but other people also ask for information, for example; students, consultants working for Parks Canada and other government departments, journalists, provincial government officials and private businessmen.

(22) Report on the Activities of Socio-Economic Division

A report on the activities of SED during 1978/79 was prepared. The report describes the services and products of SED and is organised by various client groups for which SED performed services.

(23) Research Newsletter

One issue of Research News was produced during 1979-80. Production of the newsletter was suspended pending a review of SED's publications policy.

(24) Strategic Planning

SED assisted the Program, Planning and Evaluation Directorate to develop a framework for strategic and operational planning for implementation across the Parks Canada system.

(25) Translation of Reports

French versions of the following reports were prepared:

- (i) The Economic Impact of Parks (public document), p.p.122;
- (ii) Halifax Citadel National Historic Park: Forecast of Use 1978-1995, SERD 77-16 (public document), p.p.85;
- (iii) National Surveys on the Participation of Canadians in Outdoor Activities, Implications for Parks Canada: Study Group Report (internal document), p.p.97

English and French versions of these reports can be consulted at SED's document centre.

2. Branches of Parks Canada at Headquarters

a) Program Management Branch

(1) ARC/Park/Site Data Base Committee

The ARC/Park/Site (APS) Data Base Committee was set up to comply with Treasury Board regulations concerning information systems. These regulations are intended to ensure that any systems being developed are responsive to real needs. SED was involved in laying the organizational foundations for this committee whose members include representative users of the system from headquarters and regional offices.

Two meetings of the committee were held in 1979/80 and a working body has been established to deal with specific components of the program.

Minutes of both meetings were prepared and circulated internally.

(2) ARC/Park/Site Operational Procedures Manual

The need for a description of the current system was established as a result of the A/P/S Data Base committee meetings.

The first draft of an operational procedures manual has been prepared. It contains a description of the current system and its users; the structure of the data base, the clerical procedures, and the relationship between executive files and SAS programs.

The project is scheduled for completion in 1980.

(3) Guidelines for Obtaining Approval for Socio-Economic Research Proposals

These guidelines are under review due to the many changes in procedure involving Statistics Canada, Treasury Board and the internal review process of the Socio-Economic Division.

The Primary Data Collection Studies Section of SED is preparing a final document on how the research review process affects planning reports submitted by the regional offices for review, approval and B.I.N. registration. This review process applies to all socio-economic and visitor surveys conducted by Parks Canada.

(4) Information Group Management Plan

The Acting Co-ordinator of the Socio-Economic Information Group prepared an analysis of the functions and activities of his section. This focussed on the past, current and expected resources and the present and expected demands on the division. Based on this analysis an internal

reorganization of staff has been planned, approved by the Director General of Parks Canada, and initiated.

(5) Parks Canada Information
Division Public Identification

SED assisted the Information Division in carrying out an analysis of the different target publics for which the division's information is intended, for example: school children and special interest groups. The objectives of the programs were studied and the proportion of the budget being allocated was estimated based both on objectives and target public.

The project was an attempt to rationalize the program and provide a basis for the preparation of a 'public affairs' plan. Because of changed priorities of the Information Division, a report on the analysis has not been prepared.

(6) Program Forecasts and
Estimates: Socio-
Economic Assessments

During 1979/80, SED was again involved in the program estimates review process. SED's main role was to examine the socio-economic component of each project, particularly visitor use, and analyse the project as to its probable cost effectiveness, or value for money.

Over thirty projects were reviewed and recommendations made to the Program Planning and Evaluation Directorate. These recommendations have usually been

accepted by both the Regions and Headquarters.

(a) L'Anse aux Meadows National
Historic Park

SED reviewed a proposal to build a visitor reception centre. The number of visitors to the Park is quite small and SED's analysis indicated that a large expenditure on a visitor centre cannot be justified.

SED recommended that the project be considerably reduced in scale.

(b) Banff National Park

SED reviewed a proposal to build a new aquacentre on Sulphur Mountain and restore the old facility, the Cave and Basin, as an interpretive facility only.

The project met SED's socio-economic criteria but has experienced a delay due to reaction from the general public. SED recommended that the money available for 1980/81 be reallocated.

(c) Carleton Martello Tower
National Historic Park

SED analysed a proposal to build a visitor centre. In view of the number of visitors to the tower, this project cannot be justified economically.

SED recommended that the interior of the tower be used as a visitor centre or a small interpretive shelter be built.

(d) Forillon National Park

(i) Petit Gaspé Road. SED reviewed a proposal to pave a road leading to remote facilities within the Park. Analysis of potential use revealed that the project would not be cost-effective and SED recommended that the project not proceed.

(ii) Grand Grève village restoration. SED reviewed a proposal to restore as an interpretive facility, an abandoned fishing village within the Park. The proposal was a scaled-down version of a previous one. Again SED found that, in a period of fiscal restraint, even the more modest project would not enhance the interpretive program to an extent commensurate with its cost. SED recommended that the project not proceed.

(e) Fort Anne National Historic Park

A proposal to renovate the courthouse for use as a visitor centre was reviewed by SED. SED's analysis indicated that the number of people who would benefit from the project would be considerable and the project could easily be justified in economic terms.

SED recommended that the project proceed as planned.

(f) Fundy National Park

(i) Information building and exhibits. SED's

analysis indicated that this project to build a new information building and exhibits is economically viable. Before SED can make any recommendations, however, an explanation is required as to why the existing building is unsuitable for the purpose of dispensing information.

(ii) Herring Cove day use area. No socio-economic justification or data were presented with this proposal and thus SED was unable to analyse the project for its probable cost effectiveness. SED withheld its recommendations until such time as the required information is made available.

(g) Gros Morne National Park

(i) Story area developments. SED's analysis indicated that the number of visitors who would use the proposed developments justified the project. The estimated cost per visitor is reasonable compared with that for other Parks Canada facilities.

SED recommended that the project proceed as planned.

(ii) Lomond campground. SED recommended that the campground development at Lomond be delayed until the occupancy of other campgrounds in the Park approaches capacity.

(iii) Lomond day use area. SED analysed a proposal to build a day use area at Lomond and consid-

ered that, while a small facility could probably be justified, the project as proposed was too large in scale. SED recommended that the proposal be modified.

(h) Halifax Citadel National Historic Park

(i) Reconstruction. SED's analysis indicated that the reconstruction project is justified. An estimated ten million visitors will visit the Citadel over the next twenty years and the cost per visitor of reconstruction is reasonable for a major historic site. SED recommended that the project proceed as planned.

(ii) Interpretation projects. A proposal to develop interpretive facilities was also recommended by SED. Up to four million visitors are expected to benefit from these facilities and thus the project can be justified in economic terms.

(i) Kejimkujik National Park

(i) New campground development. SED analysed this project and recommended that, before proceeding, the Region should examine the feasibility of private campground development. In addition, the numbers and type of campers who are turned away from the existing campground because of full occupancy, should be monitored for a three year period.

(ii) Bicycle trails. In 1978/79 SED supported a proposal to build a bicycle trail. The Region has now nearly doubled its estimates of the cost and an explanation for this is required.

(j) Kouchibouguac National Park

(i) Campground expansion. SED's analysis indicated that expansion of the campground is justified. To determine the increased capacity that will be required, Park staff should find out the expansion plans of private campground owners in the area and monitor the number and type of campers turned away because of full occupancy.

(ii) Callender's Beach. SED's analysis of this project indicated a need for further information on the type and extent of visitor use, and its effects on the environment. SED recommended that the project be delayed until this information is available.

(k) Kootenay National Park

SED reviewed a project to repair and improve the Redstreak Campground. SED considered that the project was justified and recommended it proceed as planned.

(l) La Mauricie National Park

SED reviewed a proposal to build a visitor centre in the St. Jean de Piles section of the Park. SED

recommended that the centre be delayed at least until after the panoramic route is complete and that a market analysis be undertaken to determine the centre's potential usefulness.

(m) Prince Albert National Park

SED analysed a project to redevelop the seasonal campground and calculated that the fees charged would have to be substantially increased in order to fully recover costs.

SED recommended that the project not proceed unless it can be fully cost recovered and suggested that the Region use the analysis in its negotiations with the campground owners' association.

(n) Prince Edward Island National Park

(i) Cavendish redevelopment project. SED's analysis indicated that this redevelopment project should be substantiated primarily on environmental considerations.

(ii) Tennis facilities. SED analysed a proposal for the Region to develop new tennis facilities and suggested that the involvement of local private enterprise be considered. The cost of these facilities is quite high and user fees will not recover the costs.

(o) Pukaskwa National Park

(i) Marina. SED reviewed a proposal to develop a marina for use by both park personnel and visitors. It is to be located at the Compound Area at the Pic River. SED suggested that the capacities of the parking lot and marina be compatible.

(ii) Hattie Cove campground sites and roads. SED reviewed the proposed cost estimates for the work and discovered that they were different from some estimates made previously. SED asked for clarification.

(p) Rideau Canal

SED reviewed a proposal to restore the lockmasters' and canalmens' houses along the canal. This involves five buildings, most of which have been uninhabited for the past fifteen years.

Part of the project involved modernization of the interior of the houses in order to accommodate canal staff.

As the staff have been housed elsewhere for the past fifteen years, SED recommended that this part of the project be cancelled for economic reasons.

(q) Riding Mountain National Park

(i) Seasonal campground redevelopment. SED's analysis of this project concluded that the project

should not be recommended unless its costs can be fully recovered by an increase in fees. If the project proceeds, the Region should be held accountable for cost recovery.

(ii) Clear Lake boating facility. SED's analysis indicated that the project is not economically viable. The project, as proposed, would result in Parks Canada heavily subsidizing power boat owners, a small group of people participating in a non-conforming activity. The costs would be so high as to preclude the possibility of cost recovery.

SED recommended that this project not proceed.

(r) Road Projects

SED reviewed all the road projects in the five year forecast and compared them with those found in the Road Inventory and Rating System (see page 33). SED found that the Atlantic Region had incorporated all the roads from the ten year reconstruction report into their five year forecast. The Prairie Region had excluded roads from their forecasts which warranted inclusion according to the Road Inventory and Rating System. In the Western Region, only the scheduling of road projects varied from the Road Inventory and Rating System.

(s) St. Lawrence Islands
National Park

SED reviewed a proposal to build an interpretive building for use by the visiting public and groups of school children. SED recommended that the project proceed.

(t) Waterton Lakes National Park

SED reviewed a proposal to improve the townsite. SED considered that the improvements were probably justified, but, because of the large cost involved (\$2.6 million) the details should be examined carefully.

(u) Yoho National Park

The Western Region has proposed an interpretive management unit on mountain building, showing how the Rockies and coastal ranges were formed. The area contains the Stephen/Dennis fault, the Kicking Horse River and the Mt. Burgess shales.

SED considered that the project was probably justified.

(7) Proposed Survey of the
General Public Regarding
Parks Canada's Image

During discussions with Parks Canada's Information Division a need was discovered for the development of survey instruments to evaluate public awareness of the program as a whole and of its specific parts. Such

instruments are desired by the Information Division to indicate the effectiveness of information programming relating to Parks Canada's image.

During 1979-80, initial discussions concerning project definition were held with the Chief of Information but the project has been held in abeyance until completion of the Public Identification Project.

(8) Road Inventory and Rating System

The road rating system rates roads according to their physical condition, need for repair and cost of reconstruction.

SED suggested a simple method of comparing the costs and benefits of individual reconstruction projects. This enables priorities to be reordered to take account of economic considerations.

SED also developed management criteria for the system and determined the best way to incorporate them into the existing technical system.

(9) Road Reconstruction Costs Over Time

SED researched the costs of reconstructing roads, as the road ages. It was shown that once a road reaches twenty-eight years of age the costs of reconstruction drastically increase.

(10) Subject Index for Document Centre

The Leisure Studies Data Bank, University of Waterloo, was engaged to design and test a system to facilitate the cataloguing of documents in SED's document centre. The system is based on the concept of hierarchical indexing and provides a bilingual list of terms which can be used to describe the contents of documents in SED's collection.

(11) Survey of AM/FM Radio Stations Concerning Public Service Announcement Requirements

SED assisted the Information Division of the Program Management Branch in this project. SED's role was to provide in-house resources and technical advice in the design of the proposal, preparation of the planning report and questionnaire, sample design and tabulation of results. Due to changing priorities in the Information Division, this study was never carried out.

(12) Survey of Attitudes of Park Visitors to Park Literature

The Information Division proposed a study of the effectiveness of national historic park brochures. SED provided assistance in the initial problem definition discussions.

Further development of the study was halted after discovery of an overlap with another project.

(13) Term Staffing: University Personnel

SED employed a university student as a research assistant on a term contract through the Department of Co-ordination and Placement at the University of Waterloo. The student's work experience was an integral part of his course and he spent four months researching the topic of visitor behaviour in museums and parks.

A report was produced for internal distribution only.

(14) Winter Lease Rate Setting

At the request of Realty Policy Division, SED undertook a study to determine if it was possible to find a substitute for the 'open market' mechanism to determine rates to be charged for leases in national parks, particularly for winter hotel and concession operations. SED determined that there was no fully satisfactory and non-controversial method and recommended that the Ministry of Transport's tendering methods at airports be examined.

b) National Parks Branch

(1) An Assessment of Interpretation Services

The purpose of this project is to develop criteria for the assessment of interpretation projects and to draw up guidelines for the initiation of interpretation

proposals. The project is necessary because substantiation of interpretation projects has been difficult, due to the lack of a suitable format.

An informal selection of twenty interpretive facilities, considered to be good examples, were analysed to isolate the elements which contribute to their effectiveness.

SED provided technical assistance to the project, in the collection of background socio-economic information on each of the twenty selected sites, and in the analysis of the site from a socio-economic point of view.

(2) Implications for National Parks of Future Economic and Social Trends

SED assisted National Parks Branch to determine the relevance and assess the impact on national park policy of various economic trends, population fluctuations and changes in societal values.

(3) Proposed Development of Cost Effectiveness Guide for Interpretation Projects

This project arose out of the Assessment of Interpretation Services Project. SED participated in preliminary discussions regarding the possibility of developing a cost effectiveness guide for interpretation. Further stages of the project proceeded without SED's

involvement.

(4) A Proposed Market Survey of Publications, Souvenirs and Similar Items Related to Parks Canada Themes

SED participated in discussions to define the research problem and prepare terms of reference for a consultant. Based on SED's advice, the project did not advance beyond this initial phase.

(5) Socio-Economic Impact Study: Kouchibouguac National Park

SED prepared an assessment of the socio-economic impact of Kouchibouguac National Park. The assessment includes the job opportunities and stimulation to the local economy created by the development and operation of the Park.

c) A.R.C. Branch

Visitor Forecasts

Projects were conducted to forecast visitor attendance at Cape Spear Lighthouse National Historic Park, Newfoundland and Pope House, Prince Edward Island.

SED provided functional guidance to A.R.C. researchers on the methods of forecasting visitor attendance using scant and unreliable data.

d) National Historic Parks and Sites Branch

Review of National Historic
Sites System Plan

SED reviewed several approaches to a National
Historic Sites system plan and made recommendations.
Comments were also made on a draft of the plan.

3. Regional Offices

(1) Guidelines for Installing Automatic Traffic Recorders

The Primary Data Collection Studies Section of SED prepared a draft report for review by the regional offices. The guidelines were used by the Atlantic, Quebec and Ontario Regions during the 1980 survey season.

Comments and suggestions will be used in the preparation of the final version of the report.

(2) Liaison Activities with Regional Offices

SED's liaison staff provide technical assistance and functional guidance on research projects conducted by the regional offices. In addition, they encourage the involvement of regional research staff in the socio-economic analysis required for the program forecast and management planning process.

a) Atlantic Region Office

Prince Edward Island Management Plan

SED reviewed the management plan for the socio-economic implications of the plan's proposals. The review assessed the objectives stated in the plan and

examined assumptions about visitor behaviour and estimates of visitor use. Partly as a result of this review, the plan has not, at this time been approved.

b) Quebec Region Office

As part of the research review process, SED was involved with several projects undertaken in the Region.

During the initial stages of each project, discussions were held to ensure that the aims of the survey were clearly defined and to discover if additional information or data were needed. An assessment of SED's future role in the project was also made. The projects were as follows:

- (1) Analysis of Activities and Information Provided by Private and Public Tourist Organizations:
The Fortifications of Quebec

A report is available.

- (2) Study of Interpretation Activities: La Mauricie National Park

No final report is available, but data can be obtained from the Region.

- (3) Study of Interpretive Displays:
Les Forges du Saint-Maurice

No final report will be prepared, but data can be obtained from the Region.

(4) Study of Visitors to the Shewenegan Interpretive Centre

No final report is available, but data can be obtained from the Region.

(5) Survey of Participants in Selected Interpretive Activities: Quebec Region National Parks and National Historic Parks and Sites

This project was discontinued after some, but not all, of the sites mentioned in the original proposal had been surveyed.

c) Ontario Region Office

(1) Analysis of the Fort Wellington National Historic Park Visitor Study

SED engaged a consultant, Canadian Facts, a division of SK/CF Incorporated, in order to complete the processing, analysis and interpretation of the survey results. A report is being prepared which is to include a discussion on the survey methods, the results, and the implications of the results for planning and managing the Fort.

(2) Point Pelee National Park Management Plan

SED reviewed the Park Framework Paper and drafts of a management plan. The resulting park management plan includes many of SED's suggestions concerning the

park's transit system and visitor use facilities.

(3) Pukaskwa National Park Management Plan

SED reviewed the socio-economic components of the proposed management plan for Pukaskwa. A very expensive transit system was propounded and SED's analysis indicated it was not economically feasible at this time. The project has been delayed for further study.

d) Prairie Region Office

(1) Kluane National Park Management Plan

SED's review of the Kluane Management Plan indicated that there was insufficient visitor demand for several of the plan's proposals. The implementation of these proposals was subsequently phased back.

(2) Prince Albert National Park Management Plan

SED commented on a public document relating to proposed developments in the Prince Albert National Park and outlined the changes that would be required if the document were to be included in a management plan.

e) Western Region Office(1) Jasper Townsite Plan Analysis
and Motel Development Proposal

SED analysed the plans and proposals. Some of the growth assumptions were questioned and these must be substantiated before the plan can be approved.

(2) Kootenay National Park Back-
country Permit Compliance
Survey

SED staff invested considerable effort in the initial stages of this project as part of the research review process. Discussions were held with the Region to verify that the objects of the survey were clearly defined, to discover if any additional information or data were needed and to determine what SED's involvement should be.

The project was later cancelled due to budget limitations.

(3) Lake Louise Townsite Plan
Review

SED reviewed the proposed plan and analysed its socio-economic implications. The analysis indicated potential problems with access to Lake Louise, accommodation, housing and the tourist option.

(4) Visitor Traffic: Observation
and Questionnaire Survey:
Jasper National Park

Upon request by the Interpretation Services
Division of the Western Region Office, SED provided
assistance in the design of a proposed small scale
traffic survey for the Icefield Parkway.

A report is available.

4. Department of Indian and Northern Affairs

**Inventory of Client
Satisfaction Surveys**

A question was asked in the House of Commons about the number of surveys on client satisfaction conducted or planned by federal departments during 1979.

SED provided information to the Minister with respect to Parks Canada. One of the products of the reply is a table which presents information on twenty-nine surveys conducted by Parks Canada.

5. Other Agencies

a) Statistics Canada

(1) Survey of Art Galleries, Museums and Related Institutions

SED held discussions with the Cultural Subdivision of the Education, Science and Culture Division of Statistics Canada and assisted them to plan changes in procedure and question content for their triennial survey of art galleries, museums and related institutions.

(2) Tourist Camping Ground Questionnaire

The Merchandising and Services Division of Statistics Canada compiles an annual inventory which includes information on national parks; total revenue from each park, the number of campsites and other facilities, and the period of operation. The information is obtained from a questionnaire.

SED's role is to co-ordinate Parks Canada's input by sending out a questionnaire to each regional office, answering any questions and submitting the completed questionnaire to Statistics Canada.

b) Y.M. - Y.W.C.A. Camping Committee

SED provides a staff member to serve on the Ottawa Branch, Advisory Committee on Policy and Directions, regarding camping and related programs. A small analysis was made on rates of participation in the programs.

6. The Outdoor Recreation Research Community

a) Canadian Institute of Forestry

The 1979 annual meeting of the Canadian Institute of Forestry, held in Jasper, Alberta, had as its theme: "Forest Land Management Options in Perspective". The Acting Co-ordinator of the Socio-Economic Information Group presented a paper to the Economics and Policy Working Group entitled Recreation as a Forest Product: The Demand, the Market and Future Resource Conflicts. The purpose of the paper was to present an overview of recreation as a forest product. Discussions were included on the nature of the product, its recipients, current and future trends and the likely conflicts with other land uses of forested area.

b) Environmental Design Research Association: Annual Conference

SED staff members attended the fourteenth annual conference of the Environmental Design Research Association held in Charleston, South Carolina, U.S.A. The conference was entitled "Optimizing Environments, Research, Practice and Policy".

c) Interpretive Training Institute

This was an informal workshop held in Ann Arbor, Michigan, on evaluating exhibits and media. The workshop was sponsored by Interpretation Central and the University of Michigan Extension Service and School of Natural Resources in co-operation with the Canadian Wildlife Service, the Interpretation Research Institute and the University of Michigan Exhibit Museum. A SED staff member participated in the workshop. The proceedings have been published.

d) Ontario Research Council on Leisure: Annual Meeting

SED staff attended the annual meeting of the Ontario Research Council on Leisure held on April 19-20 1979. The theme of the conference was "Measuring the Impact of Leisure". The Chief of SED presented a paper entitled National Case Study - The Impact of the Creation of a new National Park - Kejimkujik.

e) Our National Landscape

This is the title of a conference on the applied techniques for analysis and management of the visual resources which was attended by the Acting Co-ordinator of Socio-Economic Information at SED. The conference was held in Lake Tahoe, California, U.S.A. and was sponsored by the U.S. Department of Agriculture Forest Service, Pacific SW Forest and Range Experiment Station.

f) Travel Tourism Research Association: Handbook

The Chief of SED agreed to be associate editor of the Tourism Research Handbook. In conjunction with other senior SED staff members, draft material for two chapters in the handbook was prepared.

The handbook is scheduled for publication in the spring of 1981.

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